# Self-assessment by
# Mohamed Negm

## I currently work as a/at:

https://www.livehued.com/

## My LinkedIn profile:

https://www.linkedin.com/in/mohamed-negm-56166ba7/

## My social media channels:

https://twitter.com/Mnegmk

## My educational background:

I learned service design during my research for content to support my curriculums for change management due to my job as a Training Manager ( I have more than 13 years experience in the learning and development field ) and I started to study and read about the innovation management topics and innovation methodologies, service design was one of these methodologies, then I've been joined HUED as a consultant, creative capability building and I Conducted workshops for our clients in different sectors such as (Public Sector, Banking Sector, and telecom sector ).

## The following theories are the key components of my approach to service design:

Human-centered Design
Desk Research
Empathy Map
IDeation
Brainwriting
Prototyping
Business Model Canvas

## These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

The service design doing
Good Services

## I have X years of working experience in service design:

6

SDN∞
SERVICE DESIGN NETWORK

I have particular experience in the following service sectors:

Transportation - Banking - Telecom - Education - Agriculture - industrial - Aviation - securities and commodities

I have provided service design training sessions and/or other educational experiences for X years:

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My philosophy as a trainer is:

The main factor of success service design training or any training (practical applying ) with real challenges, start with Ice Breaking and team-building activities. there're many tools to conduct success sessions ( case studies, videos, Innovation toolkits, and theories) but the main focus on the hands-on activity.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

01-02 Dec 2019, Al Jazira Bank, 100 participants, 2 days, https://drive.google.com/file/d/1JEwtrALdNKPLpJmb4u9tKs0f8ObpVbes/view?usp=sharing

329 - 30 Jan 2020, Saudi Industrial Development Fund, 75 participants, 2 days, https://drive.google.com/file/d/1I-gZpiKtIUUdHzQdb3c8zo1zDwU6ywel/view

I mostly provide my training offerings in the following language(s):

Arabic and English

I mostly provide my training offerings in the following countries/cities:

Riyadh - Abu Dhabi - Cairo

I cover the following topics during my training offerings:

- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Service design for cultural change

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are the service design methods and tools that I use during my sessions:

Methods:-
Discover
Define
Develop
Deliver
Tools:-
Empathy map
Persona
Journey Map
How might we?

Reframing the problem
Dot voting
Service blueprint
Business Model Canvas

## After successfully attending my training sessions, participants will typically be able to:

- Create a customer journey map to better understand the interactions people have with your company.
- Build, test, and iterate these moments as service prototypes.
- Create a service blueprint to illustrate the service delivery process and share it with stakeholders who will help construct the service.
- Communicate the vision for your service in an authentic and compelling way.

## I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

final project and on-job follow up with them and their managers after one month from the session conduction.

## I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

- we need to extend the duration
- we need more local case studies
- how can I apply it with complicated services

## I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- Riyadh

## I actively support the local or national service design community through:

Riyadh Service Jam ( Annual event ) we teach people the service design methodology and how to apply it on real challenges
Monthly talks: We conduct talk each month to spread the innovation and service design culture

## I have participated as a speaker in the following events:

01 - 02 Dec 2019 - EX Jam - How to design our Employee Experience (
https://drive.google.com/file/d/1JEwtrALdNKPLpJmb4u9tKs0f8ObpVbes/view )
29 - 30 Jan 2020 - CX Jam - Ideation and prototype - ( https://drive.google.com/file/d/1I-gZpiKtIUUdHzQdb3c8zo1zDwU6ywel/view )
21-23 April - Remoters E-lab - introduction to double diamond - (
https://drive.google.com/file/d/1xWW6H9KbpRvOM4Zty0RAc9dfTxcmBmg8/view )
Innovation Bootcamp SIDF :
HUED Nights :

## Contact details:

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